

Message Text

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ACTION EA-12

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TO USDOC WASHDC
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COMMERCE FOR ITA/BED/OIM/EA-CAROL MURRAY AND BED/OIM/SAD

E.O. 11652: N/A
TAGS: BEXP, EFIS, TW
SUBJECT: U.S. COMMERCIAL FISHING EQUIPMENT 7 SEAFOOD
- PROCESSING SYSTEMS TRADE MISSION, AUGUST 1978

REF: A) USDOC 07781 B) TAIPEI 1805

1. POST WELCOMES SUCCESS OF COMMERCE EFFORTS TO PUT
TOGETHER SUBJECT TRADE MISSION. USTC SPACE FOR TRADE
MISSION HAS BEEN RESERVED AUGUST 28 THROUGH SEPTEMBER 1.

2. RESERVATIONS MADE AT PRESIDENT HOTEL, 9 TEH HUEI
STREET, TAIPEI, TAIWAN, TELEPHONE 595-1251, TELEX 11269
TAIPEI ANSWERBACK PRESIDENT. ROOM RATES WHICH INCLUDE
10 PER CENT SERVICE CHARGE ARE: SINGLE ROOM NT DOLS 1,536
(US DOLS 41), SUITE NT DOLS 4,180 (US DOLS 110), CREDIT
CARDS ACCEPTED ARE AMERICAN EXPRESS, BANKAMERICARD (VISA)
AND DINERS CLUB.

3. POST NOTES THAT MARKET OBJECTIVES ARE PRIMARILY
IMMEDIATE DIRECT SALES, AND ONLY SECONDARILY APPOINTMENT
OF AGENT/DISTRIBUTORS. ALTHOUGH POST NOW PLANNING
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EXTENSIVE EFFORT WHICH WILL INCLUDE BROAD CONTACT WITH
POTENTIAL END-USERS, OTHER FACTORS SUGGEST THAT A MORE
REALISTIC APPROACH IS FOR AMERICA #KKINBCVWQY

IDER
LONG-TERM EFFORT. AS PRACTICAL MATTER, MOST END-USERS
ARE UNFAMILIAR WITH COMPLEXITIES INTERNATIONAL TRADE,

AND RELY ON AGENT/DISTRIBUTORS TO HANDLE PAPERWORK. SECONDLY, MANY END-USERS MIGHT PURCHASE US EQUIPMENT THROUGH SPECIAL GOVERNMENT LOAN PROGRAM, WHICH WOULD REQUIRE A CONSIDERABLE PERIOD OF TIME FOR LENGTHY APPLICATION AND APPROVAL PROCEDURES TO BE COMPLETED. A GOOD AGENT CAN ENSURE THAT LOAN APPLICATION KEEPS ON TRACK. FINALLY, MANY ASIAN BUSINESSMEN HAVE FEAR, UNFORTUNATELY SOMETIMES JUSTIFIED, THAT US FIRMS WILL MAKE ONE-TIME SALE, THEN WILL NOT FOLLOW UP WITH SPARE PARTS AND AFTER-SALES SERVICE. APPOINTMENT OF A QUALIFIED LOCAL REPRESENTATIVE, PARTICULARLY A STOCKING DISTRIBUTOR WITH SERVICE FACILITIES, IMPLIES A LONGER-TERM COMMITMENT TO THE MARKET, AND IS THUS AN IMPORTANT AND NOT TO BE OVERLOOKED FACTOR IN MAKING SUCCESSFUL SALES TO THE TAIWAN MARKET. POST ANTICIPATES THAT MOST MISSION MEMBERS WILL HAVE SUFFICIENT NUMBER OF QUALIFIED AGENT/DISTRIBUTORS FROM WHICH TO CHOOSE AND, BY TALKING WITH THEM, WILL GAIN A MUCH GREATER UNDERSTANDING OF THE MARKET POTENTIAL FOR THEIR PRODUCTS IN TAIWAN.

4. POST IS PREPARED TO ASSIST COMMERCE IN PREPARING A MISSION BROCHURE. PLEASE TRANSMIT TEXT SOONEST. IS BROCHURE TO BE USED ONLY IN TAIWAN, OR TO BE USED IN BOTH TAIWAN AND PHILIPPINES? IF FORMER IS THE CASE, THEN POST WOULD URGE THAT PROVISION BE MADE FOR AT LEAST SUMMARY OF EACH FIRM'S BUSINESS INTERESTS TO BE TRANSLATED

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INTO CHINESE LANGUAGE.

5. POST ALSO SUGGESTS THAT COMMERCE AND NATIONAL FISHERIES SERVICE SEND TO TAIPEI SOME GENERAL ARTICLES ON U.S. FISHING TECHNOLOGY IN THESE RELATED PRODUCT AREAS SUITABLE FOR TRANSLATION AND PUBLICATION IN LOCAL TRADE AND ECONOMIC PRESS. THIS WOULD GENERATE ADDITIONAL PUBLICITY IN FISHERIES SECTOR IN WHICH THE U.S. COMMERCIAL PRESENCE HAS PREVIOUSLY BEEN NEGLIGIBLE.

6. CAN EMBASSY ASSUME THAT BOTH TENTATIVE SCHEDULE AND ESTIMATED EXPENSES PROPOSED REFTEL B ARE ACCEPTABLE TO COMMERCE? SO THAT WE CAN BEGIN CONCRETE PLANNING ON THAT BASIS, PLEASE REPLY SOONEST. UNGER

NOTE BY OCT: # AS RECEIVED.

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